ABSTRACT OF THE DISCLOSURE

An electrophoretic display using electrophoretic ink is configured by a transparent substrate, a common electrode, pixel electrodes, and thin-film transistors. An electrophoretic ink layer, which is arranged between the common electrode and pixel electrodes, is actualized by a linear arrangement of microcapsules each of which contains negatively charged white particles dispersed in a liquid having a specific color. All the pixel electrodes are simultaneously set to the low electric potential while the common electrode is set to the high electric potential so that the display content is erased from the entire area of the display surface at once, and then the pixel electrodes are driven respectively in response to display data while the common electrode is set to the low electric potential so that the display content is rewritten with a new one in response to the display data.